

The Bond is an innovative campaign which will create a sustainable legacy in East London.

It will help two creative and committed charities, the Bromley by Bow Centre and Community Links, to step up their work with vulnerable people over the next five years and beyond. In practical terms, helping vulnerable adults and young people get the support they need to break free from poverty and have a stake in the benefits generated by the Olympics and other new developments coming to East London. Your support will help make this happen.



Royal Bank of Canada

Bank helps to underwrite costs of the Bond

Global bank Royal Bank of Canada has generously supported the development of the East London Bond with £75,000 of underwriting costs to date. Jane Thompson, Communications Manager for Citylife, the charity issuing the Bond believes this support has been invaluable;

"If it were not for the support of Royal Bank of Canada this Bond would not have happened: not only have they agreed to act as Bond Trustee they also put up the seedcorn funding to get the scheme off the ground in the first place. There is no doubt that enormous gratitude is owed to them for their foresight and their willingness to back the East London Community."

Linklaters supporting the Bond

Global law firm gives pro bono support

Linklaters LLP is generously providing pro-bono support to the Bond. Mark Nuttall, Managing Associate of Linklaters LLP explains further;

"This project presented the perfect fit for our community investment objectives - a key theme of our programme is "enterprise"; harnessing the power of enterprise and innovation to assist communities out of social and economic deprivation. The Bond is a prime example of applying financial innovation to benefit local charities. We were delighted to have the opportunity to apply our legal skills in support of Citylife's great initiatives."

Poplar HARCA

Generous donation in support of the Bond

Registered Social Landlord Poplar HARCA is supporting the Bond's administration costs with a donation of £50,000. Their generosity has helped support our Bond activities including organizing a range of fundraising events to raise awareness of the campaign.

Wates Group leads support for the Bond with a £1m pledge!

Plus six-figure pledges from Winterflood Securities, Apax Partners LLP and Vitabiotics

Pledges for the East London Bond are growing with construction company Wates Group leading investment in the Bond with a £1m pledge.

Pledges of £100,000 have been given by Vitabiotics, the UK's leading and fastest growing major vitamin supplement company, along with £100,000 pledged by independent global private equity advisory firm Apax Partners LLP and Winterflood Securities respectively.

Brian Winterflood, Life President is an Ambassador for the East London Bond and is delighted that Winterflood Securities has committed £100,000. "We think the Bond is a smart, safe and great value way to inject funds for this particular City initiative."

Wates Group lead support for the Bond with their £1 million pledge and Paul Drechsler, Chairman and Chief Executive of Wates, explains their decision: "Wates is proud to pledge £1 million to the East London Bond, as the first investor in the Bond our ambition is to inspire confidence in other potential investors and see many more companies follow our lead." For the latest news on pledges made see www.eastlondonbond.org

Tim's Marathon

Running for the Bromley by Bow Centre



Tim Jones, the CEO of Bond issuer Citylife is so committed to this Bond that he is to invest his own sweat equity – he has agreed (foolishly!) to run the inaugural Brighton marathon alongside the Bromley by Bow team.

But in a rare twist on marathon sponsorship Tim is thinking that many individuals and companies in the current economic climate will want to keep their assets safe and buy a fully refundable Charitable Bond instead.

Tim's appeal is encouraging all those who can afford to pledge more than £500 to buy a Bond. To sponsor Tim with an outright donation or to purchase a Bond go to www.eastlondonbond.org/tims-marathon

The faces behind the charities

Lord Mawson and David Robinson



The passion and commitment of the two charities behind the Bond is demonstrated by their founders.

Lord Mawson OBE is the founder of the Bromley by Bow Centre and is regarded by many as 'Britain's foremost social entrepreneur'.

David Robinson OBE is Co-Founder and Senior Advisor at Community Links and is a passionate believer in the need for strong communities and how this impacts and benefits society as a whole.

You can watch two short films about the work of these charities and their inspirational founders on the East London Bond website.